

# Growing in Lake Park

*Village of Lake Park  
Economic Development Commission  
Meeting Minutes:  
Thursday, February 18, 2016  
Lake Park Community Center*

*Attendees: Sandy Coughlin, Doug Lucas, Brett Medlin, Sharon Williams*

*Guests: Guy Ebo, Kristen and Andy Bowman*

*Absent:*

**Call to order & Prayer:** Sandy called the meeting to order at 6:30 pm and offered a prayer.

**Minutes, Announcements & Finance:** January 18, 2015 meeting minutes were approved as emailed.

The EDC budget balance is \$2428.00.

**Public Comment:** None.

**Commissioner Comment:** Sharon invited all commissioners to Total Tranquility's nutrition event Feb 20.

**Council Comment:** Council accepted the EDC recommendation February 9 and appointed Brett Medlin to a 3-year term. The February *Lake Park Villager* is printed and copies now available.

## **Old Business: Village Development**

**A. Commercial Enhancements:** No report.

**B. Town Center Leasing Update:** Sharon voiced concern for high rents. She has noticed Jamie Cox showing units. The EDC efforts focus on the positive aspects of operating in the village. A small fitness center is a suggestion for a viable tenant, or a combination games/food to draw both youth and parents.

**C. mylakeparknc.com commercial website:** Sandy learned from James Smetana that he wants to complete the redesign but lacked feedback to proceed. When asked for the feedback files that Chris and Sandy assembled in August, Chris is 90% sure that he sent them to James and that Chris no longer has any. Sandy asked Chris to investigate that 10% chance and get back to us by March 15. She will also seek any electronic copies she may have and check what format and email attachment size that James can accommodate. Sharon mentioned that local Streamworks might do the work, and that photos could be staged and shot locally.

**E. Promotions:** Due to time and budget constraints, this project needs to be tabled in order to complete the Phase I signs.

**F. Commissioner Badges:** Sharon and Sandy wore these at the Chamber luncheon. Brett's badge is on order.

**G. Decorative Directional Signs:** With Mayor and Village Administrator approval, Sandy contacted Call Printing's artist, Jason Reeves of AnlonDesign to define the Village Seal in line/silhouette format for the new signs. Jason has billed for the first half of the work, \$240. The balance is due upon delivery of .pdf, .jpg and vector file versions. The Village owns the seal copyright and will own the revisions. However, upon presentation to Council Feb 9, there was an interest in not using the art on hand, and seeking other art. John Barnes has suggested another artist. Sandy has suggested Jason be given the chance to use his creative to develop another seal since he

already has the images. Sandy met with Ron Oxford Feb 13 to review requirements on a per sign basis and is delivering copies of the notes to Ron. She and David expect to discuss the next step on Fri Feb 19 in hopes of minimizing delay. A practical solution may be to repeat the original logo and table any seal alteration or redesign.

Doug made the motion, Brett seconded, that 'CAFÉ' be used on Sign #8 and that "Lake Park Academy" be omitted from Signs #13 and #14. Motion passed 4-0. 'Restaurant' was an alternative but would require a smaller font and be less visible than Café. Lettering (Central Church?) can be added if they do not sell the academy building.

### **Business**

**A. Commissioner Terms:** Peter Frank has not advised the EDC of his availability by the February 18 deadline. Mark Phillips called to say he could not come due to a prior conflict and agreed that we should make a decision among those candidates who are here tonight.

Kristen voiced her availability, cited her retail management background and how she has prepared by researching prior EDC minutes to learn how the village developed businesses, and how businesses fail or succeed in Lake Park. She misses a gathering place where most beverages would be available and is currently looking for something to do while she is not working. She moved here in 2014 and introduced her husband, Andy.

Guy Ebo (Ngassi Ekobukoku) cited his residency since 1999, accomplishments in education and business since emigrating from Africa and learning English. Though interested in serving the community, he expressed some concern that as his family grows, he may not be able to remain living in Lake Park.

Thanked for their response, Sandy advised that in dismissing them from the meeting, the commissioners would discuss the qualifications and she would advise them of the recommendation that EDC would make to Council March 8. The appointed person would begin resuming the unexpired appointment.

Sharon made a motion to recommend Kristen, Doug seconded. Motion passed 4-0.

**Communication:** Email or phone news items to Sandy before March 11 *Villager* deadline. The issue can be on [www.lakeparknc.gov](http://www.lakeparknc.gov) by 3/17 and in homes by 3/22.

**Next Meetings:** Thursday, March 17, 2015 at Community Center/Town Hall.

**Agenda Items:**

1. New Commissioner
2. Mylakeparknc.com
3. Signage Progress

**Adjournment:** 7:55 pm